

no shame. no blame. no names.

Safely Surrendered Baby Campaign

FAST FACTS



January 2003

- ◆ The Safely Surrendered Baby (SSB) law was signed into law by Governor Davis on September 2000 and went into effect on January 1, 2001.
- ◆ The purpose of the SSB law is to allow a mother or person with lawful custody to bring an unwanted baby three days old or younger to a hospital without prosecution for child abandonment. No names are required.
- ◆ The law allows for at least 14-days during which the mother may change her mind and reclaim her baby.
- ◆ Babies who are safely surrendered at a hospital are given medical treatment and placed in a foster home or pre-adoptive home.
- ◆ Since the law went into effect, 35 babies have been safely surrendered in California as of December 2002.
- ◆ There is no profile of women most likely to abandon their infants. The cases of abandonment show women of all socio-economic groups, ages, race and ethnicity, and educational attainment levels. The target audience for this campaign is females 14 to 38 years of age.
- ◆ Forty-one other states have passed “safe haven” laws. However, most of those states did not earmark funds for a public awareness campaign and are not engaged in any direct outreach to the target audience.
- ◆ California selected the campaign used by the State of New Jersey called “No Shame, No Blame, No Names.” California chose this campaign because of its comprehensive approach and non-judgmental message.
- ◆ The initial campaign uses \$500,000 from the California Department of Social Services’ Child Abuse Prevention program, which has a budget of \$19.9 million.
- ◆ The second phase of the campaign will be expanded to include television and will be funded with a \$1 million grant from “First Five,” formerly the California Commission on Children and Families.